



BOARD OF DIRECTORS STRATEGIC RETREAT MINUTES July 20, 2020

*Supporting the Success of its
Members – America’s SBDCs*

OUR SHARED MISSION

Deliver high quality, professional business advice, education, and information that generates meaningful results.

OUR SHARED VISION

America’s SBDCs are highly valued for driving economic prosperity.

ASBDC’S PURPOSE

To support the success of its members.

BOARD OF DIRECTORS OBJECTIVE

To establish the Association’s mission, vision, strategic direction, approve the Association’s budget and operations plan, and appoint and evaluate the performance of the Association’s President, including setting compensation.

CALL TO ORDER

The Chairman called the ASBDC Board of Directors meeting to order at 3:33 p.m. and welcomed all non-board members in attendance.

ROLL CALL

The Secretary completed the Board of Director roll call; quorum present.

PRESENT	BOARD MEMBER	COMMENTS
✓	Michele Abraham (South Carolina)	
✓	Mike Bowman (Delaware)	
✓	Carl Brown (Washington DC)	
✓	Laura Fine (Arkansas)	
✓	Marquise Jackson (San Diego)	
✓	Kristin Johnson (Northern CA)	
✓	Steve Lawrence (Houston, Texas)	
✓	Beth Melnik (Georgia)	
✓	Linda Rossi (Vermont)	
✓	Lisa Shimkat (Iowa)	
✓	Tee Rowe, America’s SBDC	

SECRETARY’S REPORT/APPROVAL OF THE MINUTES – Minutes of the June 2020 BoD Retreat were sent out by e-mail. Several corrections were made by members. Michele asked for a motion to approve the minutes. A motion to approve came from Lisa, with a second from Steve. The Board voted unanimously to approve.

CHAIRMAN'S REPORT

Michele shared that the draft FOA was sent to the board last week. It was also sent to the Operations Committee. They are reviewing the FOA this week and will be getting back to the Board. Lyle can update us more under Committee Report Outs.

George received Michele's questions about the CARES template. He said he has the answers needed so we should see those soon. She will follow up in the morning if we have not seen those from him.

Linda and Christian have spent time compiling the strategic planning work we did at retreat.

We are going to talk about conference and the fees for conference today. Michele sent the board a compilation document to see the summary of how the results split out. There isn't a clear answer as to what to do. *There was some confusion about how some people responded. Christian is going to redraft the document while we are meeting.*

Michele shared that at this point we can't back out the conference. We've already spent a lot of the funding. Right Tee? Yes.

Mike: The conference committee is meeting on Wednesday. They expect to know an answer on Wednesday.

Michele: I'm really surprised at some of the networks that aren't going to send anyone or very few people. Are you saying that you don't see the value?

Marquise: I'm one of the programs that did that. I see the value of conference as networking... networking just isn't going to happen in an online capacity.

Linda: I was originally thinking about a dollar amount I could commit to. Since then I've been reconsidering how much funding I have from CARES, etc. I am now willing to send more at the \$395 level.

Kristin: How about a flat fee for those of us who have contractors?

Beth: More people is what we need.

Lisa: Flat \$25K per state, or \$495 per person.

Marquise: I really like the thinking of it as a flat fee. We could do a % of dues. I'm worried that we must meet a breakeven.

Laura: I think the flat fee would entice some of the bigger states.

Steve: \$25K is a big number. Georgia and Florida said they would send 50 at \$199.

Marquise: Let's do a short survey really quick with the BoD pushing on all the liaisons to respond.

Michele: Everyone needs to market to their group so they see the value.

Christian: We need to think about sole sourcing.

Michele and Christian will send out a survey ASAP.

TREASURER'S REPORT

Marquise shared that we still have some networks outstanding with paying their dues. He is going to copy the Board on the correspondence that goes out to these states/regions.

Marquise pointed out that our Reserves are at \$1.7 million. Last year it was \$2.2 million. As we are thinking through our budget situation, we do have reserves. There is work to do to accurately show (visually) that we moved reserves into the budget for this year.

PRESIDENT'S REPORT

Tee shared that the FOA is in draft form. George got the level of funding to \$135 million. The GAO report had a lot to do with that. The House has us at \$140 million, but Senate hasn't weighed in on it yet. We won't have to go to our hosts and explain why the FOA is so much less than the current level of funding.

Regarding EDMIS 2.0, George hasn't gotten back to Tee regarding the fact that we can't upload client data into EDMIS. It is the law. Allen wants this.

On the hill, they are back today—we can expect them to be working on the new package of stimulus funding.

As far as PPP goes, there is lots of movement on the idea of forgiving everything under \$150K. It looks like it has about 15 Republicans supporting it. They only have until August 3rd.

Tee has reached out to the hill about possibly amending CARES act language to make sure it seen as supplemental funding rather than the "2 buckets" situation we are dealing with. The other item he discussed is some appropriations language re CDBG. The idea would be to set aside some CDBG at the state level so to alleviate problems with host funding for a couple of years. It would come with some strings, but SBDC already focuses on underserved areas.

Regarding the ASBDC online learning platform: Tee says he is very close to hiring a new program manager. Thank you for everyone spreading that RFP around. They will hopefully have a choice by the end of the week.

Regarding the Impact survey: Tee emailed everyone the letter that Dr. Vardaman is going to send out and also sent out the survey itself. Please send your comments back asap. They were hoping to have it out by August 3rd. If everyone could give some thought as to when we would get that out. Please take a look at the introduction and questions.

August 10th? Would that give networks enough time to send out any pre-notifications? No. August 17th was agreed upon.

LIAISON REPORTS

Mike: Nothing new. States are frustrated with PPP and EIDL.

Kristin: Looking forward to getting the final template from George for CARES reporting.

Laura: Nothing to report.

Marquise: Nothing to report.

Steve: Are we getting anything on goals for this year that will excuse us? Michele said that George hasn't put anything in writing.

Linda: CARES- Friday call was helpful. The NE group is very excited to see the new portal... we have always had onboarding regionally and want to see how this shapes up.

Lisa: Nothing additional.

Carl: Nothing to report.

COMMITTEE REPORTS

Accreditation: Beth- Nothing to report since the June meeting.

Leadership: Linda- We will schedule meeting in the next few weeks for the peer exchange. Proposed Roundtable topics may shift due to COVID.

Marketing: Laura- had a call last week. The group is more of an interest group—sharing about how to market their own networks. Not working on marketing the whole program and ASBDC.

Legislative: Nothing to add. See President's report.

R&D: Nothing to add since June.

Operations: Steve- They have the FOA and are going over it. There is a meeting on Wednesday.

Conference: Tee- I'm going to have a call with Joel and some of the team tomorrow. We will still be working on the tracks and making sure COVID is central. I sent a draft run of show to George for the Administrator's role.

Kristin: Please make sure that COVID is listed on the marketing materials.

Michele: Can people use CARES to pay for conference? Tee: the Cares FOA doesn't say you can/cannot pay for training

Cyber: There are communications issues with Charlie. We need to take all the work that has been created and develop a short term and long term strategy.

Mike- We are very willing to keep going and support the states.

Mark Petrilli: Please don't stop. We are counting on a national program. We need this quickly.

Michele: What is the next step?

Tee: We need to have a design meeting with all of us and look at how to roll this out.

International Trade: Bill Cummins is applying for the advisory committee of the EXIM bank. They appoint about 14 members. He'd like to represent ASBDC—not just represent my his network. It is only a 1 year terms, but usually includes 2-4 years total service. 3 of the 14 members must represent small business. That is how I have been nominated.

Lisa made a motion to have Bill Cummins represent ASBDC in his bid to become an Advisory Committee member for EXIM bank. Laura seconded the motion. The motion passed unanimously.

Michele asked that Bill report to the ASBDC Bod Quarterly with updates.

STRATEGIC PLANNING

Linda and Christian organized information from the Retreat. There is a document that was sent out by Tee on Friday.

Linda gave an overview of the organization of the document.

Feedback should go back to Christian by Monday July 27th

Beth: I came into this midway through.... Could someone catch me up on where we are at with strategic planning?

Christian: These are the 3 strategic pillars. They were set back in September or October. We used these at Spring conference to gather info from membership. We are then moving towards measurable objectives. We want clear, relatable and understandable information.

Michele: The roundtables at spring conference were around these 3 themes.

ANNUAL NETWORK SURVEY

Please send Christian your thoughts on this within the next two weeks.

ADJOURN

Kristin made a motion to adjourn at 5:42pm. Steve seconded the motion. All were in favor and the motion passed.

UPCOMING BOARD MEETING

August 17, 2020